

## Abstract of the Disclosure

The invention enables business operators to boost their sales proceeds through increased selling and promotional opportunities, and at the same time powerfully supports customers' actions in a specific area. It also makes possible efficient selling and promotional activities and saves the customers the annoyance of receiving uninteresting information. First information useful in a specific area and its distributing time are registered in advance and, when the distributing time comes, the first information is distributed to a portable terminal of a customer perceived to be visiting the specific area. It is also made possible to distribute, out of the first information, only those items regarding which the attribute information of the spot requesting the distribution matches the preference information of the customer. Second information, differing from the first information, is distributed to portable terminals of customers not perceived to be visiting the specific area.